

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 11105 190745Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----123648 190751Z /17

R 190743Z JUN 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 8922

UNCLAS TOKYO 11105

USDOC FOR USTS

E.O.11652: N/A
TAGS: ETRD
SUBJECT: U.S. TRAVELER CHEQUE PROMOTION

RE: WJ-8-226-MCD

JW-8-512. NUMBER OF TPC'S IN JAPAN MARKET IS 110.
ESTIMATED NUMBER OF TRAVELER CHEQUE FLYERS NEEDED FOR
SIX-MONTH PERIOD TO THESE OUTLETS IS 22,000. WE COULD
USE AN ADDITIONAL 150,000 FLYERS FOR DISTRIBUTION TO
OTHER NON-TPC TRAVEL AGENCIES AND FOR INSERTIONS INTO
OUR OWN USTS DISTRIBUTION MATERIALS. EMBASSY AND
CONSULATE FLYERS WOULD BE IN ADDITION TO THE ABOVE
FIGURES.

AS STATED IN JW-8-493, USTS/TOKYO BELIEVES THE FLYERS
WILL BE MORE EFFECTIVE IF THEY ARE PRINTED IN JAPANESE
AND IF THEY ARE DESIGNED LOCALLY TO INCLUDE INFORMATION
SPECIFICALLY APPLICABLE TO THE JAPAN MARKET. MANSFIELD

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: MARKETS
Control Number: n/a
Copy: SINGLE
Draft Date: 19 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO11105
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780254-0989
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780642/aaaabkuq.tel
Line Count: 43
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 506dc785-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2293787
Secure: OPEN
Status: NATIVE
Subject: U.S. TRAVELER CHEQUE PROMOTION RE: WJ-8-226-MCD JW-8-512. NUMBER OF TPC'S IN JAPAN MARKET IS 110.
TAGS: ETRD
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/506dc785-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014